- TBS goes after NFL accord as players' strike looms
- BET assumes the status of a full-fledged network

CableVision

The news and features weekly of the cable television industry August 23, 1982 $3.00

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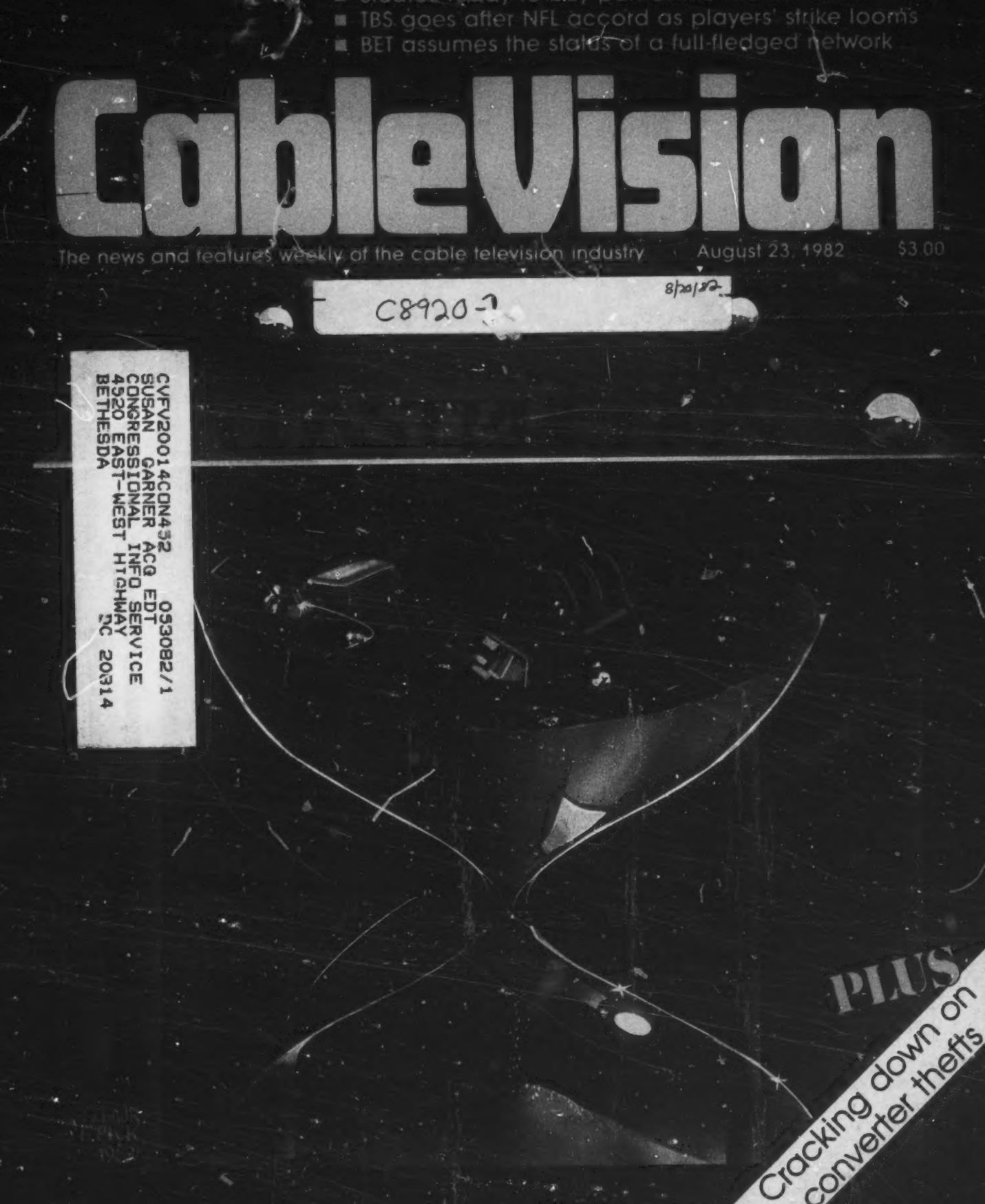

PLUS

Cracking down on converter thefts

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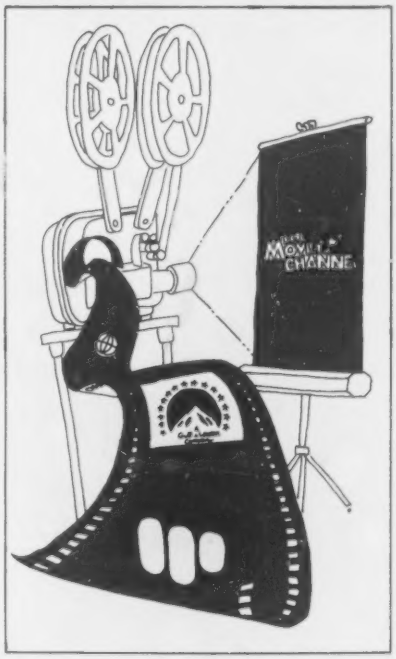


TMC buy-in

Hoping to get a bigger piece of the burgeoning pay TV revenues, three Hollywood studios are in negotiations to acquire a portion of Warner Amex's The Movie Channel. The rumored buy-in by MCA, Paramount and Warner Bros. brings back memories of the stillborn Premiere network. **Leading the week, pages 15-24.**

Bell on hold

U.S. District Judge Harold Greene is withholding his approval of the AT&T/Justice Department divestiture settlement until the two parties make alterations, including a seven-year ban on Bell's entry into the electronic publishing field. **Leading the week, pages 15-24.**

BET's rebirth

Black Entertainment Television relaunched as a full-fledged network. BET President Bob Johnson announced new advertisers, system commitments, subscriber predictions and an emphasis on urban markets. **Leading the week, pages 15-24.**

HBO wins 'battle'

Home Box Office successfully bid on a major boxing event that will match Alexis Arguello against Aaron Pryor. HBO's dollar-value counterpunching was enough to score a TKO against the broadcast networks. **Leading the week, pages 15-24.**

Turner blitz

Turner Broadcasting is going after an NFL Player Association contract in the event a strike cripples the league this fall. Also, TBS is examining plans for an *ad hoc* broadcast network in 1983 and announced the arrival of CNN Headline News and a trip to Independence, Mo. **Leading the week, pages 15-24.**

GI goes DBS

General Instrument officially announced last week in New York that it has received the necessary approvals to launch a DBS service next year. **Leading the week, pages 15-24.**

Cable on target

According to the June Arbitron Network Cable Report, cable services appear to be reaching their target audiences. **Page 43.**

Pricing policies

A *CableVision* survey of nine leading ad-supported cable networks has found considerable differences in pricing philosophy among the services. **Page 49.**

Mile high suits

Following rejection of petitions seeking a citywide referendum on the cable decision here, the fate of United's floundering attempt to wrest a cable permit from the hands of Mile Hi now rests with the courts. **Page 124.**

Prudent lending

Bankers remain high on lending money to cable operators, but they are taking a longer and closer look at the arrangements before giving the final nod. **Page 55.**

FCC—caught in the feud

Congress and the White House have squared off in a battle over the size of the FCC board. The question—is the effort to cut two seats politically or economically motivated? **Page 126.**

About the cover

J. Arthur Kenefick, Titsch illustrator, provided the graphic interpretation of the battle against time faced by cable contractors.

This week in *CableVision Plus*

As more and more illegal converters find their way into the market through service disconnects, and less-than-honest employees and mail-order houses, operators constantly have to take new tacks to protect their converters and descramblers. David Stoller takes a look at what's being done now, and what can be done. Next, as elections approach, the campaigns are beginning to gear up. To what extent will cable be involved in the process, and to what extent does it want to be involved? Finally, Victor Livingston examines Centel's Chicago interconnect, which will link five area MSOs with the most advanced interconnect system today. **Pages 73-96.**

Demographic characteristics for eight cable services*

	Sex/age groups				Income groups		
	Men 18+	Women 18+	Adults 25-54	Adults 18-34	Under $20,000	$20,000-34,999	$35,000 and over
CNN	47	53	58	39	43	33	24
CBN	46	54	56	38.5	47	33	20
ESPN	47	53	58	40	43	34	23
HBO	49.5	50.5	67	46	32.5	38	29.5
SPN	48.5	51.5	62	40	34	36	30
Showtime	51	49	59	48	40	35	25
USA	48	52	61	39	38	34.5	27.5
WTBS	46	54	57	38	45	33	22
Total Cable	46.5	53	56	39	45	33	22

*Numbers appearing in this chart are *CableVision* estimates based on numerical data supplied from the June 1982 Arbitron Network Cable Report. All numbers are rounded off to the nearest half percentage point.

Cable on target

Arbitron report shows cable television services reaching desired audiences

NEW YORK—Cable services appear to be reaching their target audiences, according to the June Arbitron Network Cable Report.

Arbitron, the research company, measured eight cable services—six basic services and two pay services—in its second biannual cable report. The services are Cable News Network, Christian Broadcasting Network, Entertainment and Sports Programming Network, Home Box Office, Satellite Programming Network, Showtime, USA Cable Network and WTBS, the Atlanta superstation.

"The services are reaching the audiences they are targeting," said Lynne Stauffer, Arbitron national cable marketing manager. "For example, CBN does well against women in the day and ESPN, WTBS and USA deliver well against men."

CableVision has estimated audience percentages in the four sex and age groups and three income groups used in the study. (See chart.) The estimates can be used to view how each measured service performs against specific demographic categories within its own subscriber arena.

Stauffer noted that WTBS had the top ranked show among basic services—*All in the Family*, while *Moneyline* on CNN ranked second. The top five ranked programs were found to be on WTBS or CNN.

Examining weekly cumulative ratings for the services, Arbitron found that ESPN was the only service to have its weekly cumulative ratings increase in all demographic categories. Stauffer attributed this to the effect of new programming and promotion on ESPN.

However, cumulative ratings for the other services did not change dramatically, Stauffer added.

CableVision estimates, based on data supplied by Arbitron, indicate that both pay and basic services are reaching slightly more women than men, and more adults 25-54 than adults 18-34 years of age. In addition, the estimates show that cable has a firm grasp in upscale income groups, with well over half of its audience reporting annual incomes above $20,000.

The 24-hour aided recall telephone survey, conducted June 14-20, was based on 3,614 completed interviews.

Under the aided recall format, respondents to the survey were interviewed about their viewing habits. They were asked if they were viewing cable when called, if they had watched a program or programs in the past week, and on the previous day for each of the services available in their individual system.

Questions included demographic information about education and household composition. All respondents had to be 18 years or older to qualify for the survey.

Arbitron used 200 cable systems in the survey. These systems, according to Stauffer, were representative of cable penetration regionally and of average channel capacity. Operators of the participating systems were interviewed prior to the survey.

The same eight services measured in the June report were measured in last November's report. However, new services may be added to the next report, scheduled for November. Stauffer mentioned ARTS, Cable Health Network, CBS Cable, Daytime, Music Television and Satellite News Channel as services that would qualify for measurement based on subscriber counts.

"We want to give subscribers enough time to familiarize themselves with these new services before adding them," Stauffer said.

The June report is different from last November's report because it offers cumulative and average half-hour ratings estimated by daypart.

Some 70 advertisers and ad agencies have already signed up to receive the June report, Stauffer said.

Stauffer said the report can be used by clients to estimate audience retention and loss from program to program. This data can be helpful in scheduling, she added.

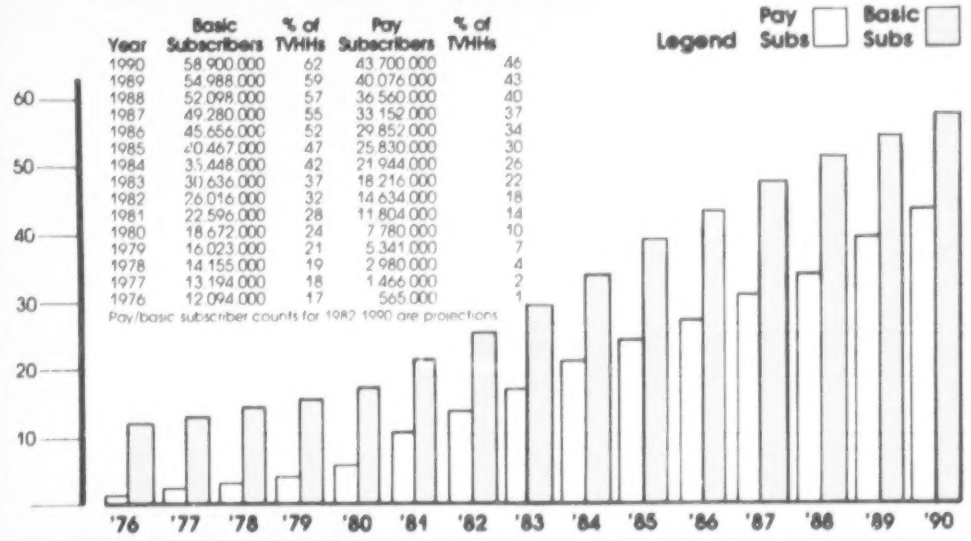
—David Stoller and Karen Bloom

Cable stats

Pay/basic cable growth

Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58,900,000	62	43,700,000	46
1989	54,988,000	59	40,076,000	43
1988	52,098,000	57	36,560,000	40
1987	49,280,000	55	33,152,000	37
1986	45,656,000	52	29,852,000	34
1985	40,467,000	47	25,830,000	30
1984	35,448,000	42	21,944,000	26
1983	30,636,000	37	18,216,000	22
1982	26,016,000	32	14,634,000	18
1981	22,596,000	28	11,804,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Pay/basic subscriber counts for 1982-1990 are projections



Cable barometer

Television households (TVHH) ... 81,500,000
Homes passed by cable (HP) 44,252,000
Percent of TVHH passed by cable 54.30%
Basic cable subscribers 24,242,000
Percent of TVHH with basic cable .. 29.75%
Percent of HP with basic cable .. 54.78%
Pay cable subscribers 13,219,000
Percent of TVHH with pay cable ... 16.22%
Percent of HP with pay cable ... 29.87%
Percent of basic subs with pay cable 54.29%

Figures are as of May 31, 1982

Satellite lineup

Satcom III-R (RCA Americom)

	Transponder
Warner Amex (Nickelodeon/ARTS)	1
PTL Satellite Network	2
United Video (WGN, WFMT, Lifestyle, Dow Jones, JISAL)	3
Times Mirror for Spotlight	4
Warner Amex (The Movie Channel)	5
Southern Satellite Systems (WTBS, Cabletext, Reuters News View, North American Newstime/The Travel Channel, Dow Jones Cable News)	6
ESPN	7
CBN Cable Network	8
USA Network	9
Showtime (west)	10
Warner Amex (MTV: Music Television)	11
Showtime (east)	12
HBO (west)	13
Cable News Network	14
Warner Amex owned (for CNN2)	15
Showtime, ACSN, National Jewish Television, HTN Plus	16
Showtime, (Cable Health Network)	17
Reuters, Eternal Word Television Network (8 p.m.-12 a.m.)	18
C-SPAN	19
HBO (Cinemax-east)	20
Landmark/The Weather Channel	21
HBO/Modern Satellite Network, leased for Daytime	22
HBO (Cinemax-west)	23
HBO (east)	24

Satcom IV (RCA Americom)

	Transponder
ESPN (Bravo)	6
National Christian Network (Escapade)	7
RCTV/The Entertainment Channel	8
Warner Amex	11
Showtime (subleased to Compact Video)	15
Trinity	17
HBO	18
American Network	19

Satcom V—Projected launch mid-1983
Satcom I-R—Projected launch September 1983
Satcom II-R—Projected launch September 1983

Westar IV (Western Union)

	Transponder
CBS Cable	3D
SIN	3X
Wold Communications	5D
Wold Communications (Financial News Network, SelecTV)	5X
Wold Communications—pay service TBA	9X
Wold Communications (Eternal Word Television Network, EROS)	10D
SPN	11X
GalaVision	12X

Also, ABC TV, Bonneville, PBS, Hughes Television Network, American Satellite, Intelsat, and Equatorial will have transponders on Westar IV.

Westar V (Western Union)

	Transponder
Hughes TV	1D
CBS/Fox	1X
WOR (subleased from Westinghouse by Rbt. Wold Co)	2D
Dow Jones/UTV Cable Network	2X
Citicorp	3D
Dow Jones	3X
CBS Cable	4D
Satellite News Channel I	4X
American Satellite Co. (AmSat)/TCI	5D
AmSat	5X
Satellite News Channel I	6D
AmSat	6X
AmSat/DCM	7D
Satellite News Channel I	7X
Satellite News Channel II	8D
Satellite News Channel I and II (incoming)	8X
Nashville Network	9D
Satellite News Channel I	9X
Citicorp	10D
American Medical Buildings	10X
The Disney Channel (east)	11D
Digital Communications Corp.	11X
The Disney Channel (west)	12D
TCI/BET	12X

Galaxy I (Hughes Communications)—Projected launch May 1983, 24 transponders, 4/6 GHz. Transponders reserved: Time Inc. (6), Westinghouse (4), Turner Broadcasting (2), Times Mirror (2), Viacom (2).
Galaxy II—Projected launch September 1983, 24 transponders, 4/6 GHz.
Galaxy III—Launch date pending demonstration of market demand, 24 transponders, 4/6 GHz.

Spacenet I (Southern Pacific Communications)—Projected launch February 1984, 18 transponders-4/6 GHz, 6 transponders-12/14 GHz. Transponders reserved: SSS (3) Pop Network (3) SIN (2), Landmark Communications (2), Bonneville International (3), Southern Baptist Convention (2), United Video (1), Midwest Radio & TV (1), Double-B Enterprises (1), Rainbow Communications (1) and NEC (1).
Spacenet II—Projected launch October 1984, 18 transponders-4/6 GHz, 6 transponders-12/14 GHz.
Spacenet III—presently being built.

National cable advertising

This chart lists national advertising sales by the basic cable networks during June and July 1982.

Network/Client	Status
ARTS	
AT&T	Renewal
American Egg Board	New client
Exxon	Renewal
General Motors (Chevrolet)	Renewal
Eastman Kodak	Renewal
Mobil Oil	Renewal
Polaroid	Renewal
Warner Comm. (Atari)	New client
BET	
Amtrak	Renewal
Carson Products	Renewal
General Electric	Renewal
General Foods	Renewal
General Mills	Renewal
Ford (Lincoln-Mercury)	Renewal
Philips Petroleum	Renewal
Pepsico	Renewal
Sears	Renewal
U.S. Army	Renewal
U.S. Navy	Renewal
Westinghouse	Renewal
Wrigley's	Renewal
Xerox	Renewal
Cable Health Network	
American Cyanamid	New client
Bristol-Myers	New client
Celestrial Seasonings	Newclient*
General Foods	New client
Magnavox	New client
National Liberty Marketing	Newclient*
Pfizer	New client
Soloflex	New client
Squibb	New client
CBS Cable	
Bolla Wines	Renewal
Bristol-Myers	Renewal
Ford (Lincoln-Mercury)	Renewal
Kellogg's	Renewal
Kraft	Renewal
Perrier	Renewal
Porsche Audi	New client
Mem (English Leather)	New client
Shell Oil	Renewal
Universal Pictures	Renewal
Warner Communications	Renewal
CNN/CNN2	
E-Z Painter	Renewal
Florida Citrus Commission	Renewal
Ford (Lincoln-Mercury)	Renewal
J.C. Penney	Renewal
Procter & Gamble (Lava Soap)	Renewal
Time-Life	Renewal
Daytime	
American Egg Board	New client
Campbell's Soup	Renewal
DMC Corp.	Renewal
Doubleday	Renewal
General Foods	New client
General Motors (Chevrolet)	Renewal
Golden Grain	New client
J.C. Penney	Renewal
Kenner	New client
Kraft	Renewal
Nylint Toys	Renewal
Quaker Oats	Renewal
Revlon	Renewal
Sears	Renewal
Trans World Airlines	Renewal
Universal Pictures	New client
ESPN	
Acushnet	New client
American Gas Association	New client
Ashland Oil	New client
Bardahl	New client
Bays English Muffins	Newclient*
Burnham Van Service	New client
Combe	New client
Cracker Jacks	New client
Dupont (Conoco)	New client
Footjoy	New client
General Foods	New client
John Hancock	New client
Daniel Hechter	Newclient*
Humminbird	New client
Jules Jurgensen	Newclient*
Mayflower Moving	New client
Maxell	New client
Satellite News Channel	New client
Skil	New client
Tasco	New client
Tennis Week	Newclient*
Towery Marketing	Newclient*
MSN	
Brown Shoe	Renewal
Dart/Kraft (Tupperware)	Renewal
Diamond Walnuts	New client
Ideal Security Hardware	New client
MCP Foods	New client
Ralston Purina	New client
Sealy	New client
Sunmaid Raisins	New client
National Jewish Television	
Crazy Eddie	New client
El Al Airlines	Renewal
Goody Products Inc.	Renewal
The Jerusalem Post	Newclient*
SIN	
Adolph Coors	New client
Anheuser-Busch	Renewal
Banfi Products	Renewal
Balaccio Wine	Renewal
Eastern Airlines	Renewal
General Foods	Renewal
Gilette	Renewal
Hartz Mountain	Renewal
Pan Am	New client
Pepsico	Renewal
Polaroid	Renewal
Procter & Gamble	New client
Revlon	Renewal
U.S. Army	New client
Satellite News Channel I	
Ace Hardware	New client
American Fur Industry	New client
American Motors	New client
Black Entertainment Television	New client
Charles Schwab	New client
Chrysler	New client
Corvo Wines (Paterno Imports)	Newclient*
ESPN	New client
Ford	New client
General Motors (Chevrolet)	New client
Kraft	New client
McGraw Hill (Business Week)	New client
Comerco (Olympic Stain)	New client
Tandy (Radio Shack)	New client
USA Network	New client
United Van Lines	New client
SPN	
American Express	Renewal
AMF	New client
Avis	Renewal
Business Week	Renewal
Candie's Shoes	Newclient*
Ce Soir	Newclient*
Chanel	New client
Cheesborough Pond	Renewal
Commadore Computer	Renewal
Consumer Reports	Renewal
Cuisinart	New client
Dow Jones	New client
Eastman Kodak	Renewal
Esmark (Playtex)	Renewal
Estee Lauder	Renewal
Exxon	New client
Florida Chamber of Commerce	New client
Fodor Travel Guide	Newclient*
International Diamond Corp.	New client
Kaiser Aluminum	Renewal
Kimberly-Clark	Renewal
Lysol	Renewal
Mennen	Renewal
Moosehead Beer	Renewal
Nautilus	New client
New York Life	New client
Pan Am	New client
Pentel	Renewal
Pollenex	New client
Polygram Records	New client
Preparation H	Renewal
Quaker Oats (Fisher-Price Toys)	New client
Sears	Renewal
Smith Barney	Renewal
Sporting News	New client
Standard & Poor's	Newclient*
Travel Holiday Magazine	New client
TWA	Renewal
Time-Life	Renewal
Union Carbide	Renewal
Villa Biaachi Wine	Renewal
Windjammer Cruises	New client
TeleFrance	
Chanel	Renewal
Club Med	Renewal
Elf Aquiltaine	Renewal
Exxon	Renewal
Made in France International	Renewal
USA Network	
American Express	Renewal
American Gas Association	New client
Anheuser-Busch	Renewal
Avis	Renewal
Borden's	Renewal
CBS Records	Renewal
Colgate Palmolive	New client
Columbia Pictures	Renewal
Delta Peerless Faucets	New client
Esposito Entertainment	New client
Filmways	Renewal
Freeman Shoes	New client
General Foods	Renewal
J.C. Penney	Renewal
Jeffery Martin	Renewal
Mattel	New client
Paramount	Renewal
Philips Morris	Renewal
Reynold's Metal	New client
Richardson-Vicks	New client
Sapphire Books	Renewal
Time-Life	New client
Toyota	Renewal
Twentieth Century-Fox	Renewal
Universal Pictures	Renewal
Warner Communications	Renewal
Westinghouse Broadcasting	New client
Wrigley's	Renewal
Xerox	Renewal
The Weather Channel	
American Cyanamid	New client
American Express	Renewal
American Gas Association	New client
Eastman Kodak	Renewal
Heil Heating and Cooling	Newclient*
Hyatt Hotels	Renewal
Lennox	New client
Pillsbury	New client
Quaker Oats	Renewal
Scott Paper	New client
Stokely Van Camp	New client
Union Carbide	New client
Whirlpool	New client
WTBS	
American Cyanamid	Renewal
CBS Publishing/Cuisine Magazine	Renewal
Chi Chi Restaurant	Newclient*
Chrysler	Renewal
Consolidated Foods (Shasta)	New client
General Mills	Renewal
Hanes	Renewal
J.C. Penney	Renewal
Kraft	Renewal
Magic Chef	New client
Mattel	Renewal
News American/National Star	Newclient*
Searle	Renewal
Time-Life	Renewal

*New to network advertising.